

SERVICE.

We believe that it is incontestible that the primary measure by which the medical profession shall be measured is the measure of what service it can render to mankind. The hospital, the clinic, the group or the association is justly measured by this same standard. Hospital associations almost without exception are to be emphatically condemned on this ground first, and therefore do not deserve serious consideration on any other ground. Any clinic, any hospital or any medical institution which puts any object ahead of service to mankind, and particular service to its own patients or clients, is to be condemned without reserve. We condemn the self-styled chiropractors, first and foremost on this same ground, that they make their appeal and their chief claim on the ground of money returns to the practitioner. With equal condemnation do we decry those physicians who split fees, who receive rebates from their druggists, or from supply houses, or from optical goods, and these rebates do not have to be accepted in cash. We unreservedly condemn the doctor who accepts rebates in principle from an insurance carrier. We are convinced that the rising generation of medical practitioners are not sufficiently or properly instructed in these matters, and we believe that many of the older members of the profession could set a far more punctilious example in these matters than they do at present. And the real reason we condemn rebating, and fee splitting, and all the other insidious intrigues of commercialism in medicine, is because this Pandora's box of plagues is the first enemy of proper and decent medical service to the patient and to the public.

We believe it to be self-evident that a doctor cannot own part or all of a drug store and keep that fact at all times from influencing his treatment of his patients. The same argument applies to hospitals run for profit in which physicians hold stock. A proper and legitimate income is the social requirement of the physician if he is to deliver proper medical service. That income must never have the slightest aspersion of being procured at the price of anything short of the best medical service. Commercialism in medicine must be weeded out or medicine will cease to be a profession, and its warm human service will be vastly impaired. On the other hand the doctor must not forget his obligations to himself, to his family, to his fellows and to his God. These obligations comprehend attention to his own physical and mental health, attention to proper business methods in safeguarding and increasing his income, to provision of a reasonable amount of insurance protection for the benefit of his dependents, attention and active interest for the current social problems of the day, and personal and monetary support of the forces of religion which in an allied way are seeking the same ends sought by the medical profession.

The doctor's life may be divided into the preparatory period, in which he makes a heavy investment of time, money, energy, and personality, then the productive period, during which he attains his maximum professional, financial and social development, and finally the mature period of reflective contribution to social and professional advance. Edward Bok phrased a great truth when he said, "No man has a right to leave the world as he found it. He must add something to it; either he must make its people better or happier, or he must make the face of the world more beautiful or fairer to look at. And the one really means the other."

Service means giving, not receiving. Its action, however, is strangely enough, invariably reciprocal, and he best gets, who gives most. This is true, whether it be for student, for active practitioner, or for matured consultant. We need once more to remind ourselves that "man shall not live by bread alone." The doctor is entitled to a fair income and to a large income, if his work is worth it. The larger his income, however, whether that income be in money, in pleasure, in personality, or by whatever gage we grade it, the larger must be his contribution in kind to the cause of his patient and the greater cause of social progress.

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8

THE HEALTH CONVENTION

The 49th annual convention of the American Public Health Association was held in San Francisco from September 13 to 16. It was notable in many respects and a full report of its activities, discussions and personalities would require a volume of interesting reading. It is to be regretted that every physician in California could not profit by the feast of good things brought to our door.

Among the outstanding values which cannot be passed without at least mention, should be noted the vigorous condemnation by the association of the anti-health measures appearing on the California ballot in November. As Chester Rowell tersely stated, these measures are inimicable to public health, safety and economic progress. Mr. Rowell stated that in the last three years he had been saved from death three times by the death of a few guinea pigs, and that he was egotistical enough to believe that his life was worth more than a pig's!

Among the other great principles enunciated by the convention which will leave a lasting impression on the people of the entire country was the conviction that public health means public education; that health administration must be conducted primarily upon educative lines, and police powers invoked only as a last resort, that the high cost of living is a public health problem because it interferes with public nutrition and healthful living. The great value of health publicity as it ought to be organized under all health boards was strongly defended. The results of public health work along all lines was stated to appear in two major direc-

tions. The first of these as expressed by President Wilbur was the immeasurable value to humanity of the additional service by educated men and women made possible through the prolongation of human life. The second of these was stated to be the increased safety, happiness and usefulness of human life made possible not by a mere reduction of death rate, but by a reduction in conditions and diseases, which sap the vitality of man and decrease his efficiency.

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8

ANOTHER ROYAL ROAD TO LEARNING

The so-called "Western College of Chiropractic" has sent recently to real physicians a folder outlining its pretensions, etc., and among the noble list of trustees we were surprised to see the name of Thomas F. Boyle, auditor of the city and county of San Francisco. This surprise was occasioned by seeing Mr. Boyle's name appearing in such company and under such auspices. It is a pleasure, however, to be able to reproduce a letter which at once clears a good man of this connection. It would be an excellent thing if the Methodist Book Concern, in whose building this institution is sheltered, could clear itself equally well.

City and County of San Francisco.
Office of the Auditor.

September 10, 1920.

Mr. Joseph A. Sanford, Secretary,
Western College of Chiropractic,
309 Book Concern Building,
San Francisco, Cal.

Dear Sir: I am greatly surprised and annoyed to find that you have, without authority from me, published my name as one of the trustees of your college. At the time you called upon me to discuss this matter I did not consent to act in such a capacity or give you permission to have my name connected therewith. I am therefore writing at this time to instruct you not to make use of my name in any future printed or written matter relating to the college, and also to make clear that the use of my name in the preliminary announcement was entirely without authorization from me.

Kindly acknowledge the receipt of this letter and oblige.

Yours truly,
(Signed) THOMAS F. BOYLE,
City and County Auditor.

A certain policeman of San Francisco asked the advice of a certain physician as to whether he, the policeman, would not do well to spend a few weeks in this "college" so that he would be able to make "six hundred a month instead of one forty." The same old motive, the royal road to learning, getting the emoluments without the work. "Those who have failed in other lines make a success here."

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8

RURAL HEALTH AND RECREATION.

The intimate relationship between healthy school-life and proper recreation has become a truism. We have heard, some of us with surprise, also, that rural children are less healthy and are subject to a higher percentage of physical and mental defects than are city children.

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8

It will therefore, be of special interest to find that country people, adults and children alike, require more play and selected recreation than they usually secure, as a matter of health betterment and physical development. This need centers in rural schools. Also, if the children are taught healthful games and all-around development through the medium of recreation, on arriving at adult life, these healthful play habits will persist.

E. C. Lindeman has recently made a unique contribution to this subject in his report on "Recreation and Rural Health," rendered to the Second National Country Life Conference. He concludes that while farm work provides abundant physical exercise out-of-doors, it does not lead to symmetrical development. It results in massive coarse muscular development at the expense of the finer and accessory muscular systems. Mental alertness and neuro-muscular co-ordination are not fostered by farm work, and on these depends an important degree of the individual's outlook on life.

Lindeman, as a result of these investigations, recommends for farm workers and rural children, games which involve the free use of the entire body, which require precision of action, develop the rhythmic instinct, inculcate the principles of co-operation, and which are mentally exhilarating.

Rural health is receiving more and more attention, and here is a field easy of development and evidently of first importance.

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8

Editorial Comment

In one of his letters, William James said, "It is customary for gentlemen to pretend to believe one another." One might add that it is also customary for gentlemen to justify the belief of their fellows.

Vaccination against smallpox should be performed once in five years. An unvaccinated generation spells disaster. Why not call the attention of your patients for the next few weeks to the increase of smallpox in California and the certain protection of vaccination?

All who treat the sick in any state of the Union should be required to pass the same educational requirements before one single Board of Examiners. They should be required, all of them, to have a minimum of two years' work in an approved academic college, followed by a minimal four-year medical course in an approved medical college, at least one year's internship in an approved hospital, and then should pass a written and practical examination. The public health is too important for fools to be allowed to meddle with it.

VOTE "NO" ON 5, 6, 7—VOTE "YES" ON 8
